

B2C-Commerce-Architect Exam Questions Dumps, Selling Salesforce Products [Q10-Q31]



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B2C-Commerce-Architect Cert Guide PDF 100% Cover Real Exam Questions

Salesforce B2C-Commerce-Architect certification exam is a valuable certification for professionals who want to enhance their career in B2C Commerce architecture. Salesforce Certified B2C Commerce Architect certification demonstrates that the candidate has the skills and knowledge required to design and implement B2C Commerce solutions using Salesforce Commerce Cloud. Salesforce Certified B2C Commerce Architect certification also enhances the candidate's credibility in the industry and increases their chances of getting better job opportunities and higher salaries.

Salesforce B2C-Commerce-Architect certification exam is a comprehensive and challenging exam that validates individuals' knowledge and skills in designing and implementing high-performance, scalable, and secure B2C commerce solutions using Salesforce B2C Commerce. By becoming certified, professionals can demonstrate their expertise to employers and clients and advance their careers in the field of B2C commerce.

NEW QUESTION 10

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

- * Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- * Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.
- * B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- * Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

NEW QUESTION 11

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digital I Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers

- * Mobile Connect lacks integration with the service agent console without Digital Engagement
- * Mobile Connect only supports outbound messaging in selected countries
- * Social Studio does not support 1:1 messaging on the apps listed in the scenario
- * Social Studio is limited to listening to social channel and not responding

NEW QUESTION 12

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

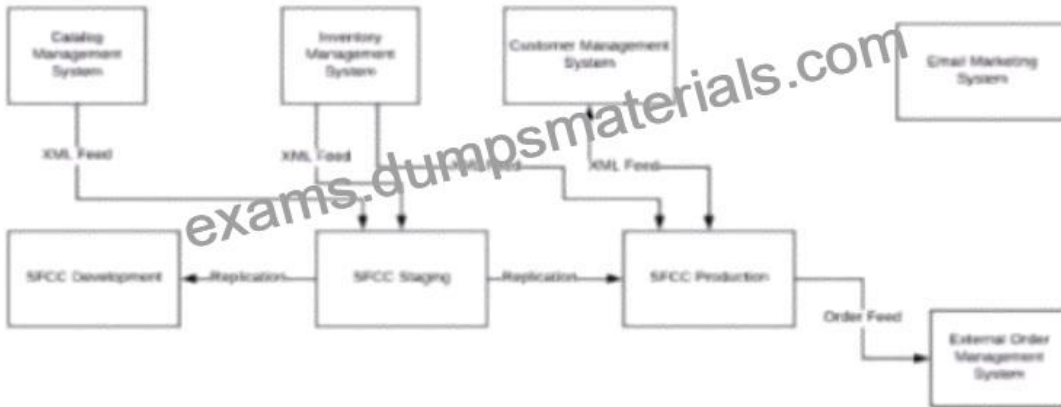
- * NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- * The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- * The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- * NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

NEW QUESTION 13

The Client currently manages Customers, Inventory, and Product Information with dedicated backend systems as shown In the Systems Diagram below. There is also an external Email Marketing System (EMS)in place.

The EMS needs order data to email recommendations to customers using an existingemail campaign.These recommendations should

be to only send for products that are instock. The EMS has no access to the backend systems so this data should come from the Salesforce B2C Commerce site.



Which relationships should be added to the Systems Diagram to complete it and fulfill the requirements necessary for the email campaign?

- * Order, Customer, and Product data should be exported from Staging. Inventory data should be exported from Production.
- * Order, Customer, and Inventory data should be exported from Production. Product data should be exported from staging.
- * Order and Customer data should be exported from Production. Product and Inventory data should be exported from Staging.
- * Order and Inventory should be exported from Production. Products should be exported from Staging. Customers should be exported from the external Customer Management System.

NEW QUESTION 14

Due to an integration issue, logs files are full. Because of that no new logs have been logged. Given this Business Manager logging configuration how would you solve the issue your client is experimenting in their site?

Custom Log Filters

Active	Log Category	Log Level	
	Enter log category...	INFO	Add
	root	WARN	
<input checked="" type="checkbox"/>	integration	INFO	

- * Change root log level to error.
- * Change integration log level to error.
- * Remove integration log level.
- * Disable integration log level by putting log level to OFF.
- * Remove all log levels and activate them again when the issue is solved.

NEW QUESTION 15

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the Order on Behalf of flow?

- * The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.
- * The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.
- * The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.
- * The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

NEW QUESTION 16

While validating a LINK Cartridge for inclusion into the solution, an Architect notices that the UNK cartridge documentation requires the Architect to add a script node to a Pipeline in the storefront cartridge. The script is also a valid CommonJS module.

Which approach can the Architect use to Integrate this cartridge into a site that uses Controllers only?

- * Copy and paste the script that is required directly into the Controller, add the appropriate arguments, then execute the correct method
- * Add the script that is required via a require statement In the Controller, add the appropriate arguments, and execute the correct method.
- * Add the script that is required via a Module, exports statement in the Controller add the appropriate arguments, and execute the correct method.
- * Add the script that is required via an import\$script statement in the Controller, add the appropriate arguments, and execute the correct method.

NEW QUESTION 17

During a technical review, the Client raises a need to display product pricing on the Product Detail Page (PDP) with discounted values per promotion. The Client notes customers complained of bad user experiences in the past when they would add a product to the basket from the cached PDP and then see a higher price when they started checkout as the promotion had expired.

What should the Architect suggest be implemented for this given that performance should be minimally impact?

- * Remove caching of the product page during the promotion.
- * Adjust the PDP to have a low caching period during the promotion.
- * Modify the page to vary the cache by price and promotion.
- * Create a separate template or view based on the promotion.

NEW QUESTION 18

An existing B2C Commerce site has the following aliases configuration:

```
"www.example.com": [
  {
    "locale": "en_US",
  },
  {
    "locale": "de_DE",
    "if-site-path": "de"
  },
  {
    "locale": "en_US",
    "if-site-path": "us"
  },
  {
    "locale": "en_GB",
    "if-site-path": "uk"
  },
],
"www.example.de": [{
  "host": "www.example.com",
  "path": "de"
}],
"www.example.co.uk": [{
  "host": "www.example.com",
  "path": "uk"
}]
}
```

Which statement related to this configuration is incorrect?

- * Hostname www.example.co.uk will redirect to www.example.com/uk.
- * Hostname www.example.com will redirect to www.example.com/us
- * Hostname www.example.de will redirect to www.example.com/de.
- * Site supports multiple hostnames and locales.

NEW QUESTION 19

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- * The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- * The subscriber in Marketing Cloud does not have a preferred locale set.
- * The locale is not set correctly in the body of the email template.
- * The ShippingMethods data extension is missing the label and description field for the corresponding locale.

NEW QUESTION 20

The Architect has been presented with a requirement from the business to implement a new LINK cartridge.

The current site is built on the Storefront Reference Architecture, and the LINK cartridge is certified for Pipelines and Controllers. On review, the Architect notes that the Jobs are all created in Pipelines.

How should the Architect implement that cartridge to make sure the required jobs runs property?

- * The Job Pipelines must be updated to use SiteGenesis Controllers.
- * The job Pipelines must be removed and recreated with scripts.
- * The job Pipelines must be updated to use SFRA Controllers.
- * The job Pipelines must be updated to work as custom job steps.

NEW QUESTION 21

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers

- * Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
- * Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- * Leads are unique contact records in Marketing Cloud
- * Leads can have detrimental impact on quality of contact records in Sales Cloud

NEW QUESTION 22

There Is an Issue with the site when the domain Is opened from Google search results. After researching the problem. It turns out that the site returns * 404 page error when accessed with a parameter in the URL.

What should the Architect recommend to fix that issue?

- * Add dynamic catch-all rule to redirect to home page.
- * Add this snippet to the aliases configuration for the domain:

```
{  
  "pipeline": "Home-Show",  
  "apply-to-host-only-request-with-params": "true"  
}
```

- * Add this snippet to the aliases configuration for the domain

```
{  
  "controller": "Home-Show",  
  "apply-to-host-only-request-with-params": "true"  
}
```

- * Add dynamic redirect if the URL contains parameter to Home Show.

Add this snippet to the aliases configuration for the domain

NEW QUESTION 23

During code review, the Architect found that there is a service call on every visit of the product detail page (PDP).

What best practices should the Architect ensure are followed for the service configuration?

Choose 2 answers

- * Circuit breaker is enabled.
- * Service timeout is set.
- * Service mock up call is configured.
- * Service logging is disabled.

NEW QUESTION 24

During the testing of the login form, QA finds out that the first time the user can log in, but every other login attempt from another computer leads to the homepage and the basket being emptied. Developers tried to debug the issue, but when they add a breakpoint to the login action, it is not hit by the debugger.

What should the Architect recommend developers to check?

- * Remove CSRF protection from Login Form Action.
- * Add remote include for the login page
- * Add disable cache page in the template ISML `– <iscache status–off”/>`.
- * Check Login Form and any included templates for includes that enable page caching.

NEW QUESTION 25

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

- * Authentication credentials
- * Address book
- * Wishlist
- * Payment information

NEW QUESTION 26

An Order Management System (OMS) handles orders from multiple brand specific sites, as part of the processing, the OMS sends the processing detail to be added as notes to the orders in B2C Commerce. These processing details are captured temporarily in custom objects, and are later processed by a batch Job that:

- * Processes the custom object to extract the orderid and note data.
- * Tries to load the order.
- * If the order is not found, it deletes the custom object and moves on.
- * If the order is found, it updates notes In the Order, upon successful update of this order, it deletes the custom object.

There is an Issue reported that the job is constantly failing and custom objects are growing in number. On investigating the production log the message below is being logged on each failure:

```
Processing of custom object 1xoskncjdw687769 failed for order 500000001 and has an associated replacement order 100000001. Exception details: com.demandware.core.quota.QuotaLimitExceededException: Limit for quota 'object.OrderPO.relation exceeded. Limit is 1000, actual is 1001' at com.demandware.core.quota.QuotaExceededException.throwLimitExceed(QuotaExceededException.java:2) com.demandware.core.quota.QuotaImpl.handleHardLimitViolation(QuotaImpl.java:333) at
```

What are three solution The Architect can take to fix this issue without losing meaningful data?

Choose 3 answers

- * Take the backup of the Order as XML and delete the Order to ensure on the next job run, the custom objects are getting processed.
- * Using BM site import/export, soften the

<quota id=”object.orderPo.relation,notes”> <custom-action>warn<custom-action> </quots> to make sure that neither order notes are lost and custom object is processed.

- * Take the backup of the custom object and delete the custom object to ensure on the next job run the custom objects are getting processed.
- * Engage B2C Commerce Support Team to soften the quota limit for ”object.OrderPO,relation,notes”

NEW QUESTION 27

A developer is validating the pipeline cache and noticed that the PDP page is very low cached. The one parameter is snowing the position on the product listing page upon checking the site and code.

What should the developer adjust in order to improve the page cache hit ratio, keeping in mind that the client is Insisting on the parameter for their analytics?

- * Rework the implementation so it reads the parameter on client-side, passes it to the analytics and exclude It from cache parameters.
- * Add the key to the cache exclude parameters.
- * Rework the Implementation so it doesn’t depend on that parameter.
- * Rework the Implementation so the parameter is not passed In the URL and is read from the URL hash.

NEW QUESTION 28

Northern Trail Outfitters (NTO) wants to migrate its online shoo from a custom ecommerce platform to B2C Commerce. NTO needs to migrate several thousands of customer records profile information, address book).

WTO can provide a B2C Commerce feed. It is currently using SHA-256 as an encryption mechanism for the customer passwords.

What approach can the Architect propose?

- * Import the customer records, including the hashed password, as B2C Commerce supports SHA-256, and they will be able to login with their existing password.
- * Do not import customer records and asks customers to create new accounts the first time they try to log in to the B2C Commerce storefront.
- * Import the customer records, excluding the password field, and B2C Commerce will automatically require a password reset the first time a customer logs in to the storefront.

* Import the customer records, with the hashed password as a custom attribute, and during the login compare the entered password with the hashed password and save it in the password field.

NEW QUESTION 29

You're in charge of Pipeline migration to Controllers. What should be the best approach to do it in order to avoid poor performance and using Pipelines and controllers together until all migration is done?

- * Use the same name for new Controllers than pipelines because it will be easy to identify that is migrated and Controllers take precedence. Furthermore it will be a good practice to do it in separate cartridges.
- * To reduce risk of circular dependencies and for easier migration mix pipelines and controllers in a single cartridge.
- * onRequest and onSession pipelines are replaced with the OnRequest and OnSession hooks.
- * Controllers and pipelines must be in the same folder to avoid collisions between them.

NEW QUESTION 30

During the discovery phase the client tells you that certain categories for the storefront will need dynamic categorization. What is the best approach to list under 'New products' category the products that have been online less than 30 days in the website.

- * None of these options are valid because this may not scale if used widely in a large catalog even though caching may prevent the storefront from hitting the search engine too hard.
- * Create a new Search Refinement for 'New products'. To display products according to `products.activeData.daysAvailable`
- * None of these options are valid even though they scale in large catalogs. Dynamic categorization is not available OOTB in Salesforce Commerce Cloud.
- * Create a new sorting rule with `products.activeData.daysAvailable` for 'New products' category.

NEW QUESTION 31

Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution?

Choose 3 answers

- * Accessing external data using workflows and triggers
- * Need access to all external data in near real-time
- * Integrating external data without writing custom code
- * The external data is changing frequently
- * Need real-time access to a small fraction of external data

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